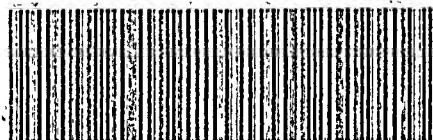


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Serial 212



62-HQ-46855-E212

**DO NOT
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DIRECTOR, FBI

11/27/62

SAC, DALLAS (100-0)

BOOK - SPIRIT OF ATTITUDE
SECURITY MATTER

There is enclosed herewith a book, entitled as
above. This book was delivered to SA [redacted] at
San Angelo, Texas [redacted]
[redacted] San Angelo Public School.

[redacted]
[redacted] had reviewed this book and insofar as they could determine
they were of the opinion that such book follows the CP line.
The book was mailed to [redacted]
and it was [redacted] belief that the author was attempting
to have the book taught in the schools.

The book is furnished to the Bureau for whatever
disposition desired.

2-Bureau (Enc. 1) (RM)
1-Dallas
ECD:sah
(3)

Copy
62-46855-212

62-46833-212

What The World Has Been Waiting For

THE SPIRIT OF ATTITUDE

The ONLY book ever presented on the subject. NOT a religion, merely the Science of Civilized Attitude and Attitude's Mysteries, seeking areas of Universal Human Agreement to replace Disagreement.

It is based upon the scientific definitions of attitude as selected from the most widely accepted, United State's American, college and university text-books.

THE SPIRIT BOOK CO.

October 23-62.

BOX 611, SO. HOUSTON, TEXAS

Public Schools Superintendent
San Angelo, Texas.

Dear Sir:

The Spirit of Attitude concept (as per the enclosed book) is a million times as useful to education and civilization as an intelligence expediter than a "stand-in" for imaginary ghosts. Teaching the basic and elementary facts about it to the school pupils, using its full name, will do as much to raise the mental and other standards of this nation as anything present circumstance have to offer.

Help break the existing sub-rosa collusion conspiracy against civilization. Don't remain accessories, accomplices or condoners to what might be destined to bring world disgrace or worse down upon us.

I suggest you correlate these letters and the book, select the most desirable excerpts from them and have as much of it taught to the pupils as your conscience and sense of responsibility dictate.

~~Don't sell this project short. Records will be kept showing your district~~ has been presented with this opportunity. Many keenly intelligent minds will be evaluating this material and your responsibility as well.

Yours sincerely,

John Z. MacDonald

Box 611
South Houston
Texas.

ATTENTION ALL EDUCATORS

An exact duplicate of this letter has been sent by registered mail (8-30-62) to Anthony J. Celebrezze, U. S. Secretary of Health, Education and Welfare. Many other copies are being mailed to various State Boards of Education, School Superintendents and Principals, also the U. S. Attorney General. None of these officials should have blank or blind spots in their minds regarding the factual existence and educational value or importance of the Spirit of Attitude principle or concept.

By this letter each and all of them are charged with notice, for public record, that the U. S. Educational Secretary has received one. What he does regarding the subject matter will thereby also become a matter of record.

The Secretary and others are also being mailed an exposition book on the Spirit of Attitude for their further enlightenment. If, after a reasonable length of time, these officials do nothing constructive about this phase of public education, the opportunity to get the credit for doing so will be presented to foreign countries.

THE KEY FACTS to understanding the Attitude Spirit are these: The principle, with its inherent methodology, of maintaining attitudes toward life situations is a process that original life had to conceive and use in adjusting to its environment. Without this primordial method to guide them, the various forms of life could not have survived more than a mere accidental length of time. After life had developed beyond the point of chance and accident, moving into different situations, the dire necessity arose for attitude and mind to develop as the "sine qua non" of survival. Purposeful life could not continue to exist without this basic principle being "ever present" as the mind's most constant factor in times of needed guidance. Regardless of any specific attitude, in particular, the attitude constant was the general principle prevailing over all of them, as an attitude toward attitude.

Given an evolving mind with such a basic constant, it was virtually predestined, by its nature, that this ideological principle would become ever more and more introspectively conscious in that mind above all other consciousness. Due to the circumstances, people began to "feel" or "sense" the "presence" of that "guiding process". They developed a growing "sense" that "something illusive" existed and was causing its "effects" to be "felt" in many ways.

It continued to cause additional and more increasingly important effects or products as life advanced through the ages. Some of these more important "attitude-effect-products" are: mind, intelligence, sanity, language and its resultant communication, also cooperation. Love, Good-will, the Golden Rule, Conscience, etc. are all outgrowths of it. Even all the principles, precepts or articles in the Bill of Rights and our Constitution are, actually, attitudes to be observed, not only in letter but also in the spirit of our more complete attitudinal behavior, feeling, and thoughts toward them.

Before the human race developed its more highly specialized knowledge and oriented understanding, these results of attitude in operation were merely things of extremely peculiar character to the more primitive and ignorant people of long ago. Such things always were and will be, in their realistic and legitimately educational sense, purely natural attitude-effects.

Most large dictionaries list one definition of spirit as: "Peculiar character or quality, as indicated by tendencies or effects". These above mentioned "things" of peculiar character have always been "effects" of attitude in operation and, therefore, "SPIRITS OF ATTITUDE" in accord with the dictionary definition. Regardless of their "peculiarity" they never were supernatural entities, Gods, Spirits nor Devils, not even the workings or evidence of any.

In the childhood of the human race it was normal for imaginations to run riot. People, like little children, twisted every accidental illusion into an abnormality of delusion. In their abysmally primitive ignorance they did the same thing to this attitude spirit as they did to the sun in the sky. They jumped to the unfortunate conclusion that it was a God, to be appeased by praying to it because they did not know any better.

THE SPIRIT OF ATTITUDE concept is the COMMON DENOMINATOR KEY to the understanding and adjustment to most all the vital concerns of life. They originated and developed under its "sine qua non" guidance. We cannot afford to sacrifice these factors in civilization any longer on the altar of superstitious ignorance. There is no substitute for attitude adjustment. Fanatical substitution leads to maladjustment and maladjustment is insanity in degree.

Attitude principle is the orienting factor of life and mind. To orient is to relate and inter-relate. In the field of human RELATIONS it is no exception. It is imperative for public educational agencies to orient this orientation key to their entire field of education. It is doubly imperative in view of the confusion in human relations and world circumstances. The present MESS would not exist if educators had done their duty long ago.

This SPIRIT OF ATTITUDE principle, as revealed or expounded in the SPIRIT of ATTITUDE book and documented by quotations from your own educational texts, is one of the most CONSTRUCTIVE CONCEPTS possible for the human mind to know and utilize. Building civilization, however, is a vast undertaking which constructiveness alone cannot do. A few sadly unfortunate and stagnating mistakes, misconceptions and blunders of dark age ignorance, which are obstructing further progress in the sane development of civilization, must be rectified.

If the constructive element of the project is conscientiously taken care of by public educators, the destructive phase need not be brought into operation to any material extent. Public school educators, however, will have to do it or national disgrace will be brought down upon them for dereliction of duty. They are the only ones who can settle the issue in the most peaceful manner by quietly and smoothly carrying it through. It is their official obligation.

It is not the duty of the church, even though the central issue is named the SPIRIT OF ATTITUDE. The only reason why preachers pretend to be spiritual educators is so they can play "dog-in-the-manger" with this very spirit of attitude. To actually expound it would be fatal to their racket business.

When ignorant people, in the distant past, first made the error of imagining the attitude-feeling might be a God spirit, it was the preacher-minded crooks who, for exploitation purposes, saw to it they never learned any better. They used the opportunity to capitalize upon the misfortune of ignorance for profit and ill-gotten recognition. They both ignorantly and deliberately let people keep on thinking it was a supernatural God with themselves as middlemen. They are entitled to a God or even millions of them if they can produce honest and aboveboard evidence that any exists.

Their favorite swindle device is the "revival meeting" where church "yes-men" take their cues from the preacher, to psychologically hedge and badger prospective converts into thinking the bull-dozing spirit of the congregation-devils is the hand of God reaching for them. The so-called converts accede to nothing but deception and fraud, then become addicted to the religious "fix". It is precisely the same psychologically-suggestive attitude-behavior pressure that misleads lynch mobs to murder. The end is different but it could just as easily convert people to anything. With deception as the object, it is vicious.

Added to this shame of blunder and swindle, the church superimposes a "spuriously conditioned response complex" to mislead people into thinking they actually love religion. Then they "rivet" the whole thing home by applying the hypnotic process to induce more pitifully all the delusions common to religious insanity. Eventually, they enter into the state of "Idiot's Euphoria".

There just simply are no sacred liars. For the clergy to continue, either by omission or commission, to misrepresent this attitude spirit to be a supernatural entity or religious experience, for exploitation purposes of any kind, brands them as the basic liars, thieves and criminals by indirection. By setting such examples for children and others to emulate in the future, they become number one enemies of civilized hope. They are robbing us of our most valuable instruments for general welfare, education and survival.

The dignity of intelligence-guided selective-behavior must not be scuttled or sabotaged in favor of control by mob-hysteria. You have dilly-dallied long enough, now get on the job or someone else will, to your regret.

John Z. MacDonald

WORLD SANITY & PEACE
THROUGH

SPIRIT OF ATTITUDE

J. Z. MAC DONALD

To San Angelo School List.

John Z. MacDonald.